



# AIC Nitte Pre-Incubation Program - IV

## (July 2023)

### Overview

AIC Nitte Pre-incubation program is designed to support the ideation stage and early stage startups to understand and implement the fundamentals of the startup ecosystem into the business idea. The 4-Week program consists of business training expert support, coaching and mentoring sessions to accelerate your business idea and to create a successful business model.

### Program Schedule

The duration of the program is 4 weeks, and online sessions will be conducted on Tuesdays and Saturdays.

### Program Agenda

	Topic
Week 1	Orientation & Expectation Setting
Week 1	Developing Entrepreneurial Mindset
Week 2	Design Thinking
Week 2	Business Model Canvas
Week 3	Lean Startup
Week 3	Market & Competitor Analysis
Week 4	Pitch Deck & Business Plan
Demo Day - Startup Pitching	